

DUBAI ATTRACTED 1.77 M INTERNATIONAL VISITORS IN JANUARY



Dubai recorded a 21% YoY increase in international visitors, welcoming 1.77 million tourists in January 2024.

The Department of Economy and Tourism in Dubai has recently released the January Tourism Performance Report, which provides insights into the tourist traffic in Dubai. According to the report, **Western Europe was the top source region for international tourists to Dubai, with over 18% share and 327,000 visitors.** The GCC followed closely with 311,000 visitors, constituting about 18% of the total visitors. South Asia was the third largest source region with 294,000 visitors, accounting for approximately 17% of the emirate's total international visitors.

The report also revealed that the proportion of international visitors from Russia, the Commonwealth of Independent States, and Eastern Europe reached 262,000, or 15%, ranking fourth. The number of visitors from the Middle East and North Africa region reached 211,000, or 12% of the total tourist arrivals to Dubai, ranking fifth.

North and Southeast Asia came in sixth place with 149,000 visitors, representing 8% of the total international visitors. The Americas followed in seventh place with 115,000 visitors, constituting about 6% of the total international visitors. Africa was ranked eighth with about 4% of the total international visitors, with 71,000 visitors. Finally, Australia had the lowest number of visitors, with 33,000 visitors representing 2% of the total international visitors.

The number of hotel rooms in Dubai has increased to more than 150,400 rooms in 823 establishments, compared to 147,199 rooms in 809 establishments at the end of January 2023. **The average occupancy rate across all properties operating in Dubai has exceeded 83%, compared to 80% in the same period last year.** In January, the number of booked rooms rose to 3.84 million, up from 3.64 million in January 2023. Guests stayed an average of 3.8 nights in hotels during January. The average daily hotel room rate has increased to AED 643, a 7% increase compared to January 2023. The average return on available rooms was AED 535.

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